From:	Daniel Cohen
To:	Anton Benbalit
Bcc:	Daniel Cohen
Subject:	RE: Document shared with you: "Copy of 01.17.2024 | Santa Maria Case Study"
Date:	Wednesday, January 24, 2024 8:44:00 AM
Attachments:	image001.png image002.png image003.png image004.png

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Anton -

I have no idea why it's locked. I'm not sure how to unlock it. I just copy/pasted it into this email for you. Does that work?

Dan

Case Study: Enhancing Public Safety with Flock Safety in Santa Maria
Introduction
In a bold move to bolster public safety, the Santa Maria Police Department (SMPD) in California, with a team of 131 sworn officers, deployed Flock Safety Falcon® LPR cameras in September 2021. This strategic decision was prompted by an significant increase in crime, specifically shootings and motor vehicle thefts. One of the greatest challenges in law enforcement, identifying offenders, was made easier in Santa Maria by the deliberate deployment of Flock LPR cameras. Data driven LPR placement coveried the entrance and egress of crime impacted areas which created a "web" that made tracking and identifying vehicles involved in criminal activities exponentially more efficient.
Deployment and Immediate Impact

With an initial rollout of 31 LPR cameras, the Department experienced immediate success leading to significant arrests connected to violent crime. SMPD leveraged these devices as crucial instruments in their investigative arsenal. "License plate numbers are one of the most important tips an investigator can get," stated Commander Dan Cohen, highlighting the critical role of LPR technology in crime-solving efforts.

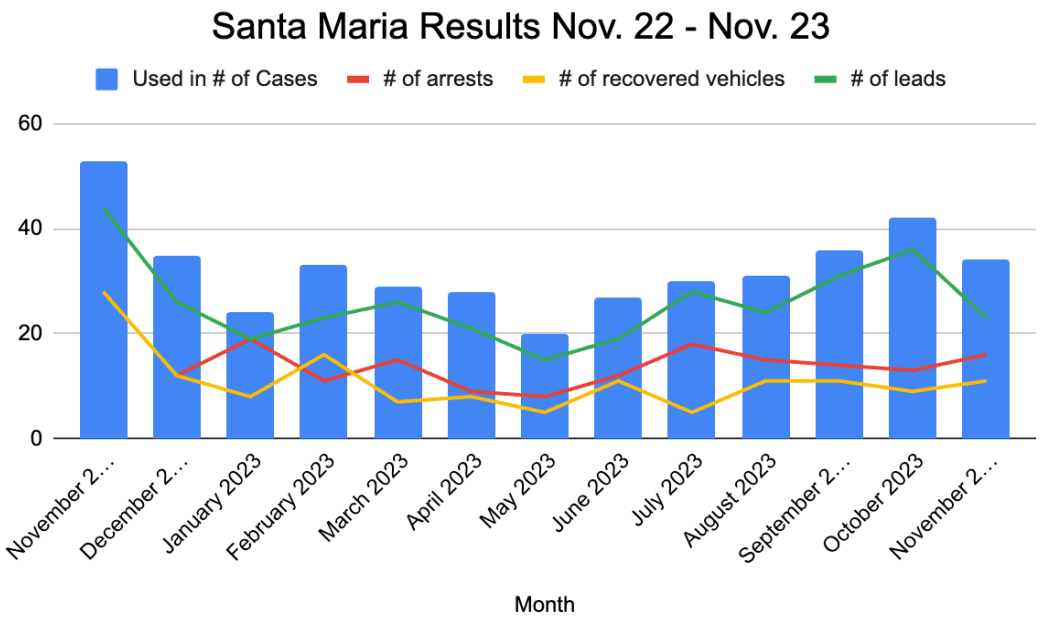
Expansion and Enhanced Capabilities

By fall 2022, the Department went all-in, adding an additional 104 LPR cameras. Partnering with the Housing Authority and other small businesses, dozens of additional cameras were deployed, further intensifying crime deterrence and elevating case clearance rates. The combined investments of the City and local partners created a network of over 150 LPR cameras in the City that has a jurisdiction of 22 square miles and a population of approximately 100,000 residents.

The LPR network provided leads to investigators in murders, kidnappings, and shootings, while also providing real-time alerts to patrol officers when stolen vehicles were detected in the network. Since 2021, a period of just over two years, LPR data has produced evidence in over 1,000 cases, resulted in 368 arrests, and the recovery of 324 stolen motor vehicles.

Local law enforcement agencies began to take note of the successes occurring in Santa Maria. As a result, there are a half-dozen local law enforcement agencies that chose Flock safety as their LPR provider, and now have data sharing agreements with SMPD,

expanding the network and efforts to keep people safe.



Community-Centric Deterrence and Collaboration

SMPD’s strategy was clear: increase the certainty of detection to deter crime. "I don't want people to be afraid of license plate readers," Cohen emphasized, promoting the positive impact of these tools. Additionally, piloting Flock Safety Condor live video exemplified SMPD's commitment to collaborative crime prevention and solution for community safety.

Conclusion

SMPD's story is more than just numbers and technology; it's about a community breathing easier. Flock Safety didn’t just sell SMPD cameras; they delivered peace of mind and a safer future. This is what modern policing looks like – efficient, integrated, and community-focused.

Chief Schnieder

Commander Cohen

Dan Cohen, Division Commander
Santa Maria Police Department
(805) 928-3781 X-1234

From: Anton Benbalit <anton.benbalit@flocksafety.com>
Sent: Tuesday, January 23, 2024 5:37 PM
To: Daniel Cohen <dcohen@cityofsantamaria.org>
Subject: Re: Document shared with you: "Copy of 01.17.2024 | Santa Maria Case Study"

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Commander Cohen,

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On Tue, Jan 23, 2024 at 5:00 PM Daniel Cohen <dcohen@cityofsantamaria.org> wrote:

> Let me know what you think.
>
> *Dan Cohen, Division Commander*
> *Santa Maria Police Department*
> *(805) 928-3781 X-1234*
>
> ---
>
> **From:** Anton Benbalit (via Google Docs) <drive-shares-dm-noreply@google.com>
> **Sent:** Tuesday, January 23, 2024 2:34 PM
> **To:** Daniel Cohen <dcohen@cityofsantamaria.org>
> **Subject:** Document shared with you: "Copy of 01.17.2024 | Santa Maria Case Study"
>
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Anton Benbalit

Territory Sales Manager

206.432.1524 | anton.benbalit@flocksafety.com